

**ABSTRACT OF THE DISCLOSURE**

A method for influencing people's decisions in the market, the method comprising the steps of:

5       - creating an universe of  $N$  attributes  $V_i = [v_1, v_2, \dots, v_N]$ , characteristics or values to be exposed to a person  $j$ ;

      - showing the attributes  $v_i$  to the person  $j$  and calculating the importance, weight or sensibility that each of the attributes  $v_i$  has on the person  $j$  for affecting in future decisions in the market to be taken by that person  $j$ , and expressing the corresponding results of the calculation as  $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$ ;

10       - creating databases  $A = [a_{ij}]$  and  $P = [p_{ij}]$  including, for every person, the universe of attributes  $V_i$  ordered by their weight  $W_{ij}$  or by their objective interest  $Z_i = [z_1, z_2, \dots, z_N]$ , and

      consulting the databases  $A$  and  $P$  and selecting only particular attributes to be shown in the future to that person.